

USGBCNF Communications Committee



MINUTES

OCTOBER 25, 2011

MEETING CALLED BY	Emily Crews, Chair
TYPE OF MEETING	Monthly Committee Meeting
FACILITATOR	Emily Crews
NOTE TAKER	Emily Crews
TIMEKEEPER	Emily Crews
ATTENDEES AT THIS MEETING	Emily Crews, Inka Finley, Tom Gentry (phone)

[15 MINUTES]

“[MAINTAIN USGBC NORTH FLORIDA WEBSITE. KEEP IT CURRENT WITH NEWS, EVENTS AND EDUCATIONAL INFORMATION AND CREATE AND MAINTAIN MEMBER DIRECTORY/ WEBSITE CHANGES AND MEMBERSHIP DIRECTORY]”

[TOM GENTRY]

DISCUSSION AND TASKS	<ol style="list-style-type: none"> After looking into a solution to replace Memberclicks, Tom believes Wild Apricot seems to be the best integrating website/database/blog – may use a 30-day-trial. Tom will check into what the trial will allow and try it out. Tom would also like Sarah to give him some contacts that are already using it so he can survey them on the pros and cons. New email template. Tom suggested putting content into the blog on the website and including the first couple of lines, then read more. Could be a combination of content and read more. Emily thinks there are pros and cons to this idea but needs help creating a template that would work better to show upcoming events, news, community events, special member benefits, business opportunities, etc. Would need to be formatted in html through DreamWeaver or another similar software. Will ask Nihal if she can help. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<p>Google Analytics Sept 24– Oct243 data: 368 visits; 1,299 visits; 3.53 Pages per visit; Avg. Time on Site: 3.45; 57.34% New Visits.</p> <p>The number of visits decreased slightly by 33 (8%) and page views decreased by 111 (8%). The pages per visit remained steady from last month. Avg. time on site increased by 6.7% and new visits decreased only slightly from 58.35% to 57.34%.</p> <p>Memberclicks October data: Total recipients: between 1083 – 1100; opens: between 154-203 weekly; bounces: 51-61; unsubscribes: 4. Sent out 4 weekly emails through Memberclicks; 1 Coffee Webcast; 1 Call for Award Nominations; 1 SRC Final Charrette; 1 Looming Deadlines; 2 Award Deadline Extension; and 1 Members Only (Immediate Opportunities).</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[NONE]

“DISTRIBUTE MARKETING MATERIALS/ CREATE SILENT POWERPOINT FOR MSL”

NIHAL HADDAD ALWAKEEL (ABSENT)

DISCUSSION AND TASKS	<ol style="list-style-type: none"> Awards Program. Scheduled for November 10th. Ellen Reed is heading up. Nihal has reached out to Ellen. Ellen has done some of her own marketing pieces. New sponsor board. Will re-do sponsor board once we have a final list from Kim Jowers. Hoping to get Haskell as an Annual Sponsor. AIM Reprographics has agreed to produce for free if they can get credit on the poster board. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

[NONE]

"COMMUNITY EVENTS – 4 PER YEAR"

GURPREET MISRA (ABSENT)

DISCUSSION AND TASKS	<ol style="list-style-type: none"> 1. AIA Tradeshow Oct 12 - Sarah attended for us. Need report on event and whether any additional expenses were incurred besides the \$50 exhibit fee. 2. Garbage on the Green at UNF on October 26 – this is a free event for us to exhibit. Gurpreet will exhibit. 3. November 12 - Midtown Family Art Fest/Salute to the Troops, 10 AM to 5 PM – Free Confirmed. Will need volunteers. Need to get update from Gurpreet on whether she will be able to do this event. 4. Art Walk - waiting on information when is 'Art Goes Green.' 5. Environmental Expo by Citi. Sarah has list of attendees who stopped by booth – will need to send to Citi as well so they can encourage their employees to educate themselves on sustainability. 6. We need to design USGBCNF t-shirts and maybe some pens etc to give away to entice volunteers. Maybe a printing business can donate, or give heavy discount. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<ol style="list-style-type: none"> 1. Gurpreet will search for more free events and also will try to find any pertinent professional trade show in line with USGBCNF goal and mission. NEED VOLUNTEERS TO HELP! 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[10 MINUTES]

"SOCIAL MEDIA"

INKA FINLEY

DISCUSSION AND TASKS	<ol style="list-style-type: none"> 1. Regular posting to LinkedIn, Facebook, Twitter, and Blog. Inka has set up a spreadsheet to try to get a handle on our metrics. Needs to get it up to date. 2. At any event, facilitator need to say "follow us on Twitter or like us on Facebook." As an incentive to create buzz, we could offer the first person to like us on Facebook or Tweet about us gets a gift card or some other perk. 3. Green tip of the week. Inka thinks it's helping activity on social media. Roughly 30 visits a week on Facebook. Up in the 50s in the last month or so. SRC and Greenbuild could have helped. People like to see photos. 4. Need input from Board and Committees for Blog and Twitter content. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	Inka has created metrics spreadsheet – Articles published, media notices published, number of social media posts, Google Alerts, etc. 62 followers on Twitter; 141 fans on Facebook. Inka thinks we should be double that.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[NONE]

"PR – PRINT AND TV/RADIO MEDIA"

RENEE BRUST (ABSENT)

DISCUSSION AND TASKS		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

Regular Monthly Administrative/Housekeeping Items

NEEDS/EXPECTATIONS FROM OTHER COMMITTEES, TEAMS, ED, SC, &/OR BOARD	All: Keep your committee's webpage up to date. Create flyers for events and forward to Emily and Nihal for review and edit. Send info for weekly announcements/blog/Twitter, including photos from events. Need commitment from Board, Steering Committee and other members to post on social media sites. Need volunteers for Midtown Family Art Fest/Salute to the Troops – Nov. 12. Sarah: Send Tom contacts of those chapters using Wild Apricot. Nihal: Work with Emily on new email template. Kim: Let us know by Nov. 1 if Haskell will be annual sponsor. Sarah: Need report on event and whether any additional expenses were incurred besides the \$50 exhibit fee. Sarah: Environmental Expo by Citi – send list of attendees who stopped by booth to Citi.	
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